

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Date: 5/26/2011

GAIN Report Number: TH1069

Thailand

Post: Bangkok

Trade Lead System - Success in Thailand

Report Categories:

Export Accomplishments - Trade Leads

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Report Highlights:

"TH1069" Maxway Company purchased 5,000 kgs (US\$ 10,000 approx) of Sodium Caseinate, the Trade Lead System (TLS) in May 2011. This is the third TLS success from FAS/Bangkok and showcase FAS/Bangkok's strong commitment to FAS' mission.

General Information:

Maxway Company, a supplier of pharmaceutical and nutritional ingredients since 1975, is a leading Thai supplier of food ingredients such as thickening agents, sweeteners, emulsifiers, and others. The company's R&D laboratory assisting customers in developing food products by tailoring their food ingredients needs using the latest food science technology.

On this note, Maxway Company asked FAS/Bangkok to help connect with Sodium Caseinate - a food ingredient used in the dairy industry - suppliers which Post promptly did through the TLS, which resulted in a purchase of 5,000 KG (US\$ 10,000 approx) of Sodium Caseinate from Erie Foods International, Inc., Illinois.

This is the third success Post has had using the Trade Lead System Program and Post is pleased in its efficacy and will actively use it to link U.S. suppliers with international buyers.